A study of Visual Communication in Indian Media from the perspective of Delhi NCR : 4G Onwards Era

IIMT UNIVERSITY MEERUT

Established by Govt. of U.P. vide U.P. Act No. 32 of 2016

Synopsis Submitted
To
IIMT University, Meerut (Uttar Pradesh)

Research Proposal For the program of
Doctorate of Philosophy
in
Journalism & Mass Communication

Supervisor
Dr. Vivek Singh
Assistant Professor

Research Scholar
Navneesh Bhardwaj

School of Journalism and Mass Communication
IIMT University, Meerut (Uttar Pradesh)

PURPOSE & OBJECTIVE

Humans always give more importance to creative works. In today's era, creativity has an important place in journalism and communication. If it is in the field of education or the field of art, presenting the subject matter effectively is tempting the audience. Whenever any new technology or creativity comes, people start adopting it not only for their interest only but also for new experience.

In India, TV journalism was born in 1965 with the broadcast of a news bulletin by Doordarshan. Radio was a well-known medium at that time, but the advent of TV and audio-visual journalism started a new era at that time as a new media. It was Watching news bulletins in the morning and evening was also a very enjoyable experience for the viewers.

When journalism arrived, it was not considered technically effective in the initial period, mainly people used to depend on print media only. But within the last few years, TV and digital media have gained a lot of popularity in society due to their creativity and reality in journalism.

For the first time in 1995, a newspaper named The Hindu brought out its e-paper and took the first step towards a new beginning. Moving in this direction, after 2000, there were revolutionary changes in web journalism in India.
In today's era, the web is establishing new dimensions everyday in the field of journalism and e-publishing.

Here in 2022 We are enjoying 4G networks all over India. Along with this, as well as the 5G network has also come to the country.
This research will try to find out the new changes and the improvements in Visual Communication 4G onwards in India. It will be really helpful in the favor of Masses.

With the help of these findings we will get the answers of new challenges and new updates related to Immersive changes in Journalism.

PROBLEM TO BE INVESTIGATED

A critical problem to be investigated in this study has been what changes happened in Visual Communication in the 4G Era to get the immersive experience for the people.
As a country when we adopt changes like network revolution or generation changes, In such kinds of situations some questions generally occur in the mind.

1.) Which kind of changes took place in the media & communication sector?
2.) How 4G improved Visual Communication from the perspective of the Media Industry?
3.) What are the advantages and disadvantages of immersive changes in media ?

According to research by **Turo Uskali** and **Pasi Ikonen**, virtual reality experiences display emotions more effectively than traditional forms of commonly used media content.
Any kind of information and news which is experienced after seeing it, that process is mainly virtual communication i.e. virtual communication. Showing scenes under CGI (Computer Generated Imagery) technology and creating them with virtual reality establishes new dimensions of journalism in today's era.
Its main purpose is to show creativity. In news channels and films, the way scenes are shot on a green screen (chroma screen) to depict a particular scene and the background is changed to make it creative and real.

For example, to show a flood-like situation at a place, to describe an event with visuals, to film an action scene in a film, to create a news channel debate and a virtual set related to a program, etc.

Whether it is big media channels or film-related production houses, nowadays all are trying to make virtual reality technology more effective in the field of creativity. 360-degree pictures, motion posters, VFX-rich scenes, animated scenes, etc. are important examples of this.

In 2019, when the Indian Air Force carried out an air-strike in Balakot, satellite images were released and the target strike was talked about. After this, the news channel explained this process as an example through CGI and animated visuals so that with the help of Virtual Reality, the viewers could understand the whole episode. These animated pictures are produced keeping in mind all the elements so as to maintain the realism as well as believability.

The research project is demanding in nature,It is very important from the perspective of the current scenario.

RESEARCH AIM : TOWARDS A CONTEMPORARY PERSPECTIVE

Last year in 2021, Meta (Facebook, Instagram) CEO Mark Zuckerberg said in his statement that he want to converge Facebook as a metaverse company that will make your experience true as reality.

According to an article published in India Today, during the annual meeting of Jio, Mukesh Ambani announced 5G service in December. It has been announced to make it accessible by 2022.
Along with media and communication, 5G networks are also used in other areas such as film industry, education, health and business and so on.

Big changes will be seen with the arrival of 5G where India is moving towards development by fully adopting 5G network in 2023 itself, while
Along with this, the Department of Telecom, Government of India has also constituted 6G Technology Innovation.
According to the annual report of the Department of Telecommunications, Ministry of Communications (Government of India) on 25 November 2021

India's contribution to the chain of globally strong countries in the first meeting of TIG, to ensure this, a target has been set to bring 6G network to India by the year 2030.

RESEARCH METHOD

1. Compilation and analysis of available information on Digital Media and Books under primary sources.
2. Analysis of the secondary data on the topic with the help of analytical research methods.
3. Study of the case study related to the topic and impact of society.
4. The new findings will be confirmed and concluded on the basis of Interviews, Questionnaire and schedule.

RESEARCH AREA

Research Information will be taken from people aged 15 to 45 through online medium via various methods i.e - Questionnaire, Interviews and Survey etc.

Research Data will be taken keeping in mind the area of Delhi NCR, Communication will be done in hybrid mode.

CHAPTERISATION

CHAPTER - 1

Introduction

1.1 The background of the study

1.2 Research objectives and significance.

CHAPTER - 2

LITERATURE REVIEW

2.1 History of Visual Communication.

2.2 Social Media Literacy & influence among the mass

2.3 Digital Revolution history from the perspective of Media & Communication.

2.4 Impact of 4G in Communication & ICT.

2.5 VR/AR & Artificial Intelligence in Media & Communication.

CHAPTER - 3

Methodologies

3.1 The research design

3.2 The Data

3.3 Sources of the data

3.4 Primary Sources

3.5 Secondary Sources

CHAPTER - 4

Results & Discussion

4.1 Analysis of communication methods via platforms of media & communication.

4.2 Analysis of Questionnaire & Interviews.

4.3 Comparative analysis of the 4G & 5G era and their effects on Visual Communication from the help of Questionnaire & Interviews.

CHAPTER - 5

Summary & Conclusion

5.1 Summary

5.2 Conclusions
5.3 Scope and the future of Research Work.

LITERATURE REVIEW
&
BIBLIOGRAPHY

Immersive Journalism as Storytelling: Ethics, Production, and Design by Turo Uskali, Astrid Gynnild, Sarah Jones, Esa Sirkkunen

Internet Journalism in India by Om Gupta, Ajay S. Jasra

New Media and Online Journalism Handbook for Media Studies by Abhay Chawla : Pearson Publications

The Online Journalism Handbook: Skills to survive and thrive in the digital age by Paul Bradshaw

Online Journalism : Principles and Practices of News for the Web by James C. Foust

Digital Media Technology Application Research Based on 5g Internet of Things Virtual Reality Technology as the Carrier by Xinghchen Zhang, Zaiyi Pu, Xinbo Ziang
https://assets.researchsquare.com/files/rs-298090/v1_covered.pdf?c=1631859084

S.No - 23, Annual report 2021-22- Hindi Version, Date - 15/3/2022
https://dot.gov.in/reports-statistic/2471

'वर्चुअल रियलिटी' की अनोखी दुनिया

https://www.bbc.com/hindi/international/2016/08/160811_vert_fut_virtual_reality_hype_problem_sh

Mark Zuckerbarg wants to turn facebook into Metaverse
https://www.thequint.com/amp/story/explainers/mark-zuckerberg-wants-to-make-facebook-a-metaverse-company-what-does-that-mean

Battling the barrier of scale by Amitabh Kant and Yuvraj Patil
https://www.niti.gov.in/battling-barrier-scale

Jio 5G Announced in India
https://www.indiatoday.in/technology/news/story/jio-5g-announced-initial-rollout-will-begin-starting-diwali-1993928-2022-08-29

NYT VR How to experience a new form of storytelling
https://www.nytimes.com/2015/11/08/magazine/nyt-vr-how-to-experience-a-new-form-of-storytelling-from-the-times.html

Meta is planning to launch high end VR headset by 2024
https://www.bbc.com/hindi/international/2016/08/160811_vert_fut_virtual_reality_hype_problem_sh.amp